



Division of International Business

Mark Your Calendars

Take advantage of upcoming domestic and international events that will help you expand your business

Newsletter Highlights

Governor's Trade Mission to China
International Trade Office Manager Visits
Expo Agro Sinaloa
Taiwan Venture Capital Association Showcase
Idaho Ag Shipper Workshop

Idaho Department of Commerce Events

Governor Otter to Lead Trade Mission to China June 11-19, 2010

Governor C.L. "Butch" Otter will lead Idaho companies on a trade mission to China, June 11-19, 2010. The Idaho Department of Commerce, the Idaho State Department of Agriculture, and Idaho's trade office in China will provide customized itineraries, on-the-ground assistance, and protocol support to Idaho firms looking to expand sales and build international business relationships. Cities visited on this mission will be Shanghai, Guangzhou, and Beijing.

For more information on the trade mission and to register, please go to:

www.commerce.idaho.gov/assets/content/docs/International/Trade%20Mission%20Flyer_Reg%20Page-FINAL.pdf

International Trade Office Manager Visits

February 24 - March 11, 2010

International trade office managers, Dr. Cao Guoli (China), Mr. Eddie Yen (Taiwan), and Mr. Armando Orellana (Mexico), will be visiting Idaho between February 24 and March 11. They will be available to meet with Idaho companies to discuss export strategies, country specific updates, market trends and international trade events.

If you are interested in the China market and you would like to meet with Dr. Cao between February 24 and March 5 for a one-on-one consultation, please contact katie.ingram@trade.idaho.gov or (208) 334-2650 ext. 2125.

If you are interested in the Taiwan market and you would like to meet with Mr. Yen between March 1 and March 9 for a one-on-one consultation, please contact Jennifer Verdon at jennifer.verdon@trade.idaho.gov or (208) 334-2650 ext. 2117.

If you are interested in the Mexico market and you would like to meet with Mr. Orellana between March 1 and March 11 for a one-on-one consultation, please contact Gabriel Reilly at gabriel.reilly@trade.idaho.gov or (208) 334-2650 ext. 2113.

Expo Agro Sinaloa

February 3-6, 2010

Culiacan, Sinaloa, Mexico

The event is one of the most important agricultural shows in Mexico and last year attracted more than 450 exhibitors and 50,000 attendees from around the world.

Representatives from four Idaho companies will participate in the show. Armando Orellana, Director of the Idaho-Mexico Trade Office, will attend the show and provide interpretation assistance and help facilitate meetings between Idaho companies and potential Mexican distributors and business partners.

For more information, please contact Gabriel Reilly at (208) 334-2650 ext. 2113 or Gabriel.reilly@trade.idaho.gov

Taiwan Venture Capital Association Showcase

May 17-18, 2010

Taipei, Taiwan

The Taiwan Venture Capital Association (TVCA) is hosting the 2010 International Matchmaking Showcase for two days on May 17th and 18th in Taipei. If your company is in need of funding, or you are looking to break into the Asian market with an experienced business partner, this may be the event for you. The event is focused on companies with cutting-edge technologies who are interested in expanding to Taiwan, Greater China or other growth markets and is hosted under the guidance of the Taiwan Industrial Development Bureau, Ministry of Economic Affairs. The two day event will include presentations, discussions, and match-making seminars with industry participants and key individuals from venture capital and private equity firms. The TVCA is a non-profit organization which has a successful track record in match-making.

Attendance at the event is free of charge, with a registration deadline of March 31st. Participants are responsible for their own travel planning and expense including airfare, meals and lodging. If you are interested in participating in the event, please contact Jennifer Verdon, Trade Specialist at the Idaho Department of Commerce: Jennifer.verdon@trade.idaho.gov

Idaho Ag Shipper Workshop

February 8, 2010 from 8:30 am to 12:30 pm

Doubletree Riverside, Boise, Idaho

The Idaho State Department of Agriculture and the Agriculture Transportation Coalition (Washington, D.C.) would like to invite you to attend an upcoming Agriculture Shippers Workshop.

The year's event will be held Monday, February 8, 2010 from 8:30 am to 12:30 pm at the Doubletree Riverside in Boise, Idaho. The cost to attend is \$45 for non-AgTC members and \$25 for AgTC members.

This year's speakers include representatives from trucking, rail and ocean carrier companies and a representative from the Idaho State Governor's Office. In addition, Peter Friedmann with the Agriculture Transportation Coalition in Washington, D.C. will emcee the workshop and presenting transportation issues at the federal level.

For more information on the workshop, or to register, please visit: www.idahoagsummit.org

Recent Events

Director of Commerce Visits Mexico

Donald Dietrich, Director of the Idaho Department of Commerce, traveled to Mexico the first week of December to meet with industry leaders and promote Idaho products and investment opportunities. Director Dietrich traveled to Mexico City and Monterrey along with Armando Orellana, Director of the Idaho-Mexico Trade Office. The presentations focused on maintaining and expanding trade relationships with Mexican companies by identifying Idaho products that are a good fit for their markets. Director Dietrich met with the Mexican Lumber Importers Association to promote Idaho wood products and follow-up on the visit that the association made to Idaho in Spring 2009. He also met with executives from Gruma Corporation to highlight the excellent quality of Idaho grain products and strategies for increasing Idaho exports to Mexico.

Taiwan Visit Draws Interest

International division administrator Damien Bard and Marketing administrator Bibiana Nertney traveled to Taiwan November 29th through December 5th to seek investment and marketing opportunities for Idaho.

Two seminars were held – one in Taipei and one in Kaohsiung – that focused on Idaho's renewable energy sector. Idaho representatives met with six companies expressing an interest in investing in Idaho. They also met with four trade associations, including the Taiwan Venture Capital Association, Taiwan Immigration Consultants Association, US Commercial Service and Taiwan Battery Association.

The trip resulted in an article in Taiwan's top technology magazine, DigiTimes. In addition, an Idaho company has been matched with a Taiwan partner, and visited Taiwan in January 2010 for follow-up. One or more site visits by Taiwan companies looking to expand to the U.S. are planned and at least one journalist will attend the Idaho media tour planned in May.

Taipei Building Show

From December 10-13, Eddie Yen (Idaho-Asia Trade Office Director) and Katie Ingram (Trade Specialist) represented the state of Idaho at the 2009 Taipei International Building, Construction & Decoration Exhibition held at the Taipei World Trade Center. Idaho representatives from three companies joined the state of Idaho booth with the collaborative goal of promoting Idaho wood products as a "green" building material in Taiwan. These representatives also met with several key Taiwanese importers and contractors, laying the foundation for future business and sales in the region.

New Team Members

Lauren Pfeifer joined the International team in the Idaho Department of Commerce in January, as an intern. Lauren is an International Business student at Boise State University.

US Commercial Service Trade Mission

Medical Trade Mission to India

March 8-13, 2010

The U.S. Department of Commerce is organizing a Medical Trade Mission to three cities in India (New Delhi, Chennai, and Mumbai) from March 8-13, 2010. The Medical Trade Mission will include representatives of U.S. manufacturers of medical equipment/devices and healthcare service providers.

The Medical Trade Mission is aimed at assisting U.S. companies to enter and/or expand their presence in India. The Trade Mission will familiarize participating U.S. companies with the growth taking place in the Indian healthcare sector, also hold discussions with government officials and private sector players to learn about the regulatory procedures and policies, and various upcoming projects.

The delegates will participate in briefings, roundtable discussions, one-on-one meetings with potential end-users, representatives and partners. Visits to healthcare facilities and networking receptions will be organized. There is an option for the companies to exhibit their products and services in the U.S. Pavilion at the Medical Fair India 2010 in Mumbai.

Trade Mission details are available at <http://www.buyusa.gov/healthcare/tmindia.html>

Business Resources

Baker & McKenzie International Export Webinar Series

February 9 - May 18, 2010

Baker & McKenzie, one of the largest global law firms in the world, will present four 90 minute webinar programs for companies involved in international trade. With 67 offices in 39 countries, Baker & McKenzie has the "feet on the street" knowledge that will help companies prevent costly mistakes and build a seamless international strategy. The series is sponsored by the U.S. Commercial Service to assist U.S. businesses with exporting their products or services.

Webinar topics

February 9: Export, Import, and Product Compliance

March 23: International Distribution Agreements

April 20: Foreign Incorporations to Support US Exports

May 18: International Labor, Employment, and Immigration

Cost: \$75 per webinar. Register for all four webinars to receive a 25% discount.

For more information, visit: <http://www.buyusa.gov/ict/webinarseries.html>

What are Multilateral Development Banks?

Multilateral Development Banks (MDBs) are international organizations that provide billions of dollars in financing and technical assistance to governments in developing countries all around the world. Many companies are familiar with some of these organizations, such as the World Bank, and how they help many developing countries, but may not realize that MDB projects also provide opportunities for U.S. companies to grow or establish a new business presence in those markets.

MDB funds create tremendous business opportunities for U.S. consultants and manufacturers in projects across a wide spectrum of industries, from renewable energy and energy efficiency to infrastructure, health care, and education. The opportunities range from simple equipment purchases to large contracts for complex consulting engagements and infrastructure projects.

Borrowing governments must follow MDB procurement guidelines to purchase goods and services with funds provided by the banks. In addition to making the projects transparent and predictable, those procurement guidelines encourage competition. As a result, spending under MDB-funded projects is usually broken up into a large number of smaller purchases rather than a few large contracts. This generates many opportunities that small and medium-sized companies can pursue successfully. Some recent contract awards include:

\$145,888 contract to supply insulin in Kazakhstan

\$1,627,856 consulting engagement for a water supply and sanitation project in Vietnam

\$462,000 consulting engagement for road construction supervision in Ethiopia

The U.S. Commercial Service maintains liaison offices at the five largest MDBs (World Bank, Asian Development Bank, Inter-American Development Bank, European Bank for Reconstruction and Development and African Development Bank) to assist U.S. companies to identify, pursue, and capture contract opportunities arising from MDB activities. We'll work with

you to determine quickly if the MDBs represent a potential new customer segment for your company, and then will teach you how to find and pursue those business opportunities.

For more information on the U.S. Commercial Service and Multi-lateral Development Banks, please visit:
http://export.gov/articles/marketofmonth/eg_main_020102.asp

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